

## Measuring Type by Eye

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### Optical volumes

- The negative spaces need to appear equal.
- Imagine filling these negative spaces by pouring equal amounts of a liquid into each space.
- Each letter should "flirt" with the one next to it.



### Letterspacing Scale Visual benchmarks

#### Vertical – Vertical

ni

Small volume  
Maximize space

#### Cursive – Cursive

os

Medium volume  
Adjust space

#### Inclined – Inclined

xy

Large volume  
Minimize space